

NEW HAMPSHIRE STATE LIQUOR COMMISSION
OCTOBER 19, 2005, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
 - a. Veteran's Day, Friday, November 11, 2005
Store Hours of Operation and Staffing Recommendations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Products:
 - a. Test Market Request (Marquis de Saint Loup Calvados)
 - b. Test Market Request (Meletti Sambuca)
 - c. Test Market Request (Meletti Limone)
 - d. Test Market Request (Meletti Anisette)
 - e. Test Market Request (Three Olives Citrus and Grape Vodkas)
 - f. Test Market Request (Ridgemont Reserve 1792 Bourbon)
 - g. Test Market Results (Code #3455)
 - h. Test Market Results (Code #2139)
 - 2) Product Demo Request (Kahlua)
 - 3) One-Time Buys:
 - a. Xalixco Silver Tequila
 - b. Minaki Blueberry Liqueur
 - c. McKendric Western Style Whiskey
 - d. Brilliant Vodka
 - 4) December Special Offers:
 - a. 1 item – Flag Hill Winery
 - b. 5 items – Pine State Trading Company
 - c. 2 items – Perfecta Wine Company
 - d. 11 items – M.S. Walker, NH
 - e. 47 items – Executive Wine & Spirits
 - f. 39 items – Martignetti Companies of N.H.
 - g. 178 items – Horizon Beverage Company

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- h. 228 items – Southern Wine & Spirits of N.E.
- i. 87 unmatched items – Southern Wine & Spirits of N.E.

B. WINES:

- 1) Blizzard of Savings & 15% Case Sale (Jan. 2 – Jan. 29, 2006)
- 2) Special Offers for December 2005:
 - a. 2 items – Charles Saunders
 - b. 15 items – Pine State Trading Company
 - c. 19 items – Charles Zoulias
 - d. 41 items – E & Gallo Winery
 - e. 9 items – R.P. Imports
 - f. 39 items – M.S. Walker, NH
 - g. 56 items – Executive Wine & Spirits
 - h. 114 revised offers – Martignetti Companies of NH
 - i. 2 items – Horizon Beverage Company
 - j. 71 items – Horizon Beverage Company
 - k. 150 items – Southern Wine & Spirits of N.E.
- 3) Korbel Special Offers for December 2005
- 4) Special Offers for Dec. & Jan. 2006 (14 items – M.S. Walker, NH)
- 5) Test Market Request on Du Val Leroy Brut NV
- 6) Appeal on Delist of Lancers Rose
- 7) Martignetti Buy One Get One Half Off – December 2005
- 8) Special Offer of Yellow Tail Pinot Grigio
- 9) Increase Distribution on D'Argent Brut
- 10) Tasting Requests:
 - a. Rancho Zabaco and Frei Wines
 - b. Rosa Regale
- 11) Purchase and Introductions:
 - a. Stonehaven
 - b. Monkey Bay Chardonnay
 - c. Jacob's Creek Sparkling Wine
- 12) Recommended Allocated Wines for Distribution to Selected Stores:
 - a. 12 items
 - b. 2 items
- 13) Recommended Allocated Wines with Subpacks (Absolutes) for Distribution to Selected Stores
 - a. 5 items
 - b. 14 items
- 14) "R" Wines for Allocation to Licensees Selected by Broker (1 item)
- 15) Primary Source Submissions:
 - a. 1 exclusive agent; 30 imported
 - b. 2 primary source; 17 imported

III. ENFORCEMENT & LICENSING REPORT

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16) Tabled Items:

- a. Proposed Wine Sale for January 2006 (10/5/05, Item B-1)

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford

